

Message Text

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PAGE 01 TAIPEI 08170 240715Z

22-12

ACTION COME-00

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FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 7991

INFO AMEMBASSY PARIS

AMCONSUL FRANKFURT

AMEMBASSY LONDON

AMEMBASSY MEXICO CITY

AMCONSUL MILAN

AMEMBASSY SINGAPORE

AMEMBASSY STOCKHOLM

AMCONSUL SYDNEY

AMEMBASSY TEHRAN

AMEMBASSY TOKYO

UNCLAS TAIPEI 8170

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: PRODUCT MARKETING SERVICE (PMS) OFFERED BY US

TRADE CENTERS

REF : (A) STATE 297149 (B) PARIS 33273

1. WITH REFERENCE TO THE SUBJECT SERVICE, THE EMBASSY IS CURRENTLY PLANNING TO INSTITUTE A PMS-TYPE SERVICE SIMILAR TO AMEMBASSY SEOUL'S WHICH WOULD BE AVAILABLE TO ANY EXPORT-ORIENTED U.S. BUSINESS VISITORS, I.E., THOSE SEEKING REPRESENTATIVES OR DIRECT SALES. THE PRODUCT MARKETING SERVICE (PMS) WOULD BE AN EXTENSION OF THIS SERVICE FOR THOSE BUSINESSMEN REQUIRING THE SPECIAL FACILITIES OF THE TRADE CENTER. SINCE THE OFFICES OF THE COMMERCIAL SECTION AND THE TRADE CENTER IN TAIPEI ARE LOCATED TOGETHER IN THE TRADE CENTER, THE COMMERCIAL STAFF WILL CONTINUE TO HANDLE BUSINESS VISITORS SEEKING STANDARD COMMERCIAL SERVICES WITH THE COOPERATION OF THE TRADE CENTER STAFF WHEN REQUIRED.

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2. UNDER THE EMBASSY'S PLANNED PROGRAM, A QUALIFIED U.S. BUSINESS VISITOR WOULD BE PROVIDED A DESK AND TELEPHONE FREE OF CHARGE AT THE TRADE CENTER. WE WOULD REQUIRE REIMBURSEMENT FOR DIRECT COSTS SUCH AS HIRING A SECRETARY/INTERPRETER, LONG DISTANCE TELEPHONE CALLS, USE OF THE COPYING MACHINE, ETC. WE ARE PLANNING TO REQUEST A \$25 DEPOSIT FOR PREPARATIONS MADE IN ADVANCE OF THE THE BUSINESSMAN'S ARRIVAL. THAT PORTION OF THE DEPOSIT NOT SPENT WOULD BE REFUNDED.

3. WITH REGARD TO THE \$25 CHARGE FOR THE PMS, THE EMBASSY BELIEVES THAT THIS CHARGE SHOULD BE CLEARLY IDENTIFIED AS BEING FOR DIRECT COSTS INCURRED AND FOR THE USE OF SPECIAL TRADE CENTER FACILITIES, BUT NOT FOR THE STANDARD COMMERCIAL SERVICES WHICH OTHER U.S. BUSINESSMEN RECEIVE FREE OF CHARGE AT THE COMMERCIAL SECTION/TRADE CENTER.

4. THIS EMBASSY CONCURS WITH PARIS' RECOMMENDATION THAT THE SUBJECT OF THE PMS BE DISCUSSED AT THE PARIS TRADE CENTER DIRECTOR'S MEETING PRIOR TO BEING CAST IN CONCRETE, PREFERABLY WITH THE PARTICIPATION OF THE ECONOMIC/ COMMERCIAL SECTION IN PARIS.

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